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Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) WiFi Home Router Market 2018, Forecast to 2023

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Abstracts

This report studies the WiFi Router for Home Use market, including home office and entertainment applications.
A Wifi/wireless router is a device that performs the functions of a router and also includes the functions of a wireless access point. It is used to provide access to the Internet or a private computer network. It can function in a wired LAN (local area network), in a wireless-only LAN (WLAN), or in a mixed wired/wireless network, depending on the manufacturer and model. Consumer wireless routers vary in the WiFi range they support.
Based on the maximum wireless links speed the router can provide, WiFi Home Router product market can be segmented into 300Mbps, 450Mbps, 150 Mbps, 1200Mbps, 750Mbps, 1000Mbps, 600Mbps, 1750Mbps, 54Mbps, 108Mbps and etc. Among these, 300Mbps and 450Mbps type are the most common types in China market now while the 54Mbps type and 150 Mbps are being phased out over time.

SCOPE OF THE REPORT:

This report focuses on the WiFi Home Router in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Geographically, the consumption market is leading by APAC and Europe, based on the large user base. While high end products are more focused in North America. In terms of year 2017, APAC accounts for about 47.17% sales share, with about 33.17% share based on revenue, followed by Europe, with about 19.82% sales share and 26.83 revenue share. In the future, more high end products will show increase in these regions, with a higher price.

TP-LINK, D-Link, NETGEAR, Huawei, Linksys are leading players in home Wi-Fi router market globally, other prominent market players in the market include Tenda, ASUS, Qihoo 360, Gee, Xiaomi and many others. The market competition may become more intense with more innovation products, acquisitions and improvement of raw material cost control and etc.
Each of the Wi-Fi router manufacturers has its own mature sales networks. Through retailer and resells, their authorized distributors or their partners, those Wi-Fi router manufacturers keep keen on expanding their Wi-Fi router sales. To achieve better sales businesses, Wi-Fi router manufacturers usually invest on their marketing channel infrastructure every year.

The worldwide market for WiFi Home Router is expected to grow at a CAGR of roughly 5.0% over the next five years, will reach 3570 million US$ in 2023, from 2670 million US$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

TP-Link

D-Link

Tenda

Netgear

Asus

Huawei

Qihoo 360

Gee

Xiaomi

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

300 Mbps and below

300-1000 Mbps

Above 1000 Mbps

Market Segment by Applications, can be divided into

Home Office Using

Entertainment Using

There are 15 Chapters to deeply display the global WiFi Home Router market.

Chapter 1, to describe WiFi Home Router Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of WiFi Home Router, with sales, revenue, and price of WiFi Home Router, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of WiFi Home Router, for each region, from 2013 to 2018;

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Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, WiFi Home Router market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe WiFi Home Router sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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